

Conceptualised and produced from home, Flipkart launches a campaign for Entertainer No. 1, a unique stay at home reality show

~ Remotely shot at Varun Dhawan's home, the campaign encourages Indians to showcase their talent and entertain the country as they remain indoors

Mumbai, April 16, 2020: With an aim to address the need for positive entertainment during this time, Flipkart and Varun Dhawan recently announced the launch of 'Entertainer No. 1' - a unique stay-at-home reality show under the Flipkart Originals umbrella. To promote the show, the brand has introduced a TV and digital campaign featuring Varun Dhawan, asking the country to participate in this unique show. Filmed on a smartphone by the actor at his home, the concept and execution of the film drives home the show's message of innovating when entertaining from home, while practicing social distancing.

The TVC is centered around Varun creatively using everyday essentials as props, to bring out the true 'entertainer' in him. He is seen performing various acts including rapping using a bucket as a drum set, donning a hip hop look while cleaning, using the shower head as a mic - all in a quest to find India's most talented entertainers and inspiring millions of Indians to stay at home as they bring out their creative best. Conventionally, a TVC shoot of this nature involves several creative and production discussions, all of which were done on video calls from home.

Speaking about the new campaign for Entertainer No. 1, **Vikas Gupta, Head - Customer Marketing and Digital Businesses at Flipkart**, said, *"At a time when the nation is spending all their time indoors, we found an interesting opportunity to use entertainment and cheer up India in a special way. Through Entertainer No 1, we are bringing a unique stay-at-home reality show to our audience, that provides budding entertainers a platform to stay connected during this difficult time. What sets this show and its marketing campaign apart, is the way it has been conceptualized and brought to life, entirely from home."*

Speaking on the TVC launch, Varun Dhawan *"Being an entertainer, I constantly seek different ways to keep people in positive spirits and this show has given me a great platform to do so. This was a one-of-a-kind shooting experience for me and it required me to be more involved at every step of the way. I truly enjoyed working on this campaign and I look forward to judging some interesting entries for 'Entertainer No. 1' from across the country."*

Joy Ghoshal, Co-founder, Marching Ants said, *"This has truly been a paradigm shift in Ad film making. We always had the notion that work from home was not too productive and here we were creating and bringing to life an entire show along with creating and releasing communication for it, from home. I would like to believe this is unprecedented. And I feel truly exhilarated that we could achieve this task in a never seen, never done before manner. This is*

history of sorts where we created India's first digital reality show without stepping out of our homes. Every step of the creation was exciting, challenging and digital in it's true sense."

Click [here](#) to watch the TVC

Client - Flipkart

Creative Agency - Marching Ants

Lead - Digital Solutions - Dhiraj Kapur

Creative Producer - Aditya Satarkar

Creative Director - Gaurav Mehra

Senior Copy Writer - Sushant Shukla

Post Supervisor - Adrija Bhattacharya

Post Producer - Deepshikha Nandini

Post Supervisor - Bhavin Bhanushali

Senior Editor - Ganesh Mene

Graphic Artist - Mohit Joshi

About Entertainer No. 1:

The 8 week show allows participants to record their performance directly under the 'video' section on the Flipkart app, with a large library of songs and dialogues to choose from. It is open to participants over 13 years of age (allowing minors to participate under supervision), with no bar on gender or geography, people can participate and showcase their talent. The show consists of a diverse weekly challenge and the most popular entries each week will move on to the next round, for a chance to win exciting cash prizes and gift vouchers.

A new theme will be announced every Monday night and the top entries for each week will be revealed the following Sunday night.

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, and PhonePe. Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants and small businesses to be a part of India's e-commerce revolution. With a registered customer base of over 200 million, offering over 150 million products across 80+ categories. Our efforts to democratize e-commerce in India, driving access

and affordability, delight customers, create lakhs of jobs in the ecosystem and empower generations of entrepreneurs and MSMEs has driven us to innovate on many industry firsts. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians. Together with Myntra, which holds a prominent position in the online fashion market, and PhonePe, India’s fastest growing digital payments platform, the Flipkart Group is steering the transformation of commerce in India through technology.

For more details contact media@flipkart.com